TALENTFOOT + CLOUD THEORY
CASE STUDY

Catalyzing Growth: Accelerating Cloud Theory's product development and market penetration with five strategic placements in four months.

BUSINESS CHALLENGE

Cloud Theory is a cutting edge software-as-a-service company that serves the automotive industry with data, software, and artificial intelligence. Their solutions arm automotive manufacturers, agencies, and affiliates with comprehensive analytics, relevant market share information, real-time data and insights.

Cloud Theory faced the challenge of rapidly entering a highly competitive market. With ambitious expansion goals on the horizon, they needed a swift and effective staffing solution to bolster their teams. Internally scaling up within the tight timeframe seemed daunting and carried the risk of significant setbacks to crucial business objectives, particularly in product development and market penetration. To address this, Cloud Theory decided to collaborate with an executive search firm, aiming to expedite their market entry and meet their strategic goals without compromising on quality.

AT A GLANCE

CHALLENGE

- Cloud Theory looking to augment teams to meet ambitious growth goals related to market entry/expansion and product development.

SOLUTIONS

- Talentfoot placed UI/UX Product Designer, Product Support Specialist, VP of Engineering, Senior Product Manager, and Software Engineer within four months.

RESULTS

- Reduced time to hire
- Improved quality of hire
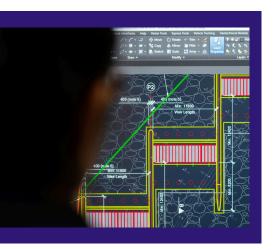- Reduced ramp-up times and turnover ratios

"I never felt afraid or anxious about the process. I knew exactly what they were doing at all times, not because I asked, but because they owned the process. It felt as though they worked here, as though they were part of my team."

Nick Dionne
Co-Founder and Chief Product Officer, Cloud Theory

SOLUTION

Understanding the urgency of scaling the team, Talentfoot's Technology practice began with a thorough intake process. They immersed themselves in Cloud Theory's history, current standing, growth trajectory, business objectives, and culture. This comprehensive analysis allowed them to build an ideal candidate profile tailored to the company's needs.

Working closely with key stakeholders, they defined search parameters, established timelines, and set up communication protocols. By providing real-time market insights, Talentfoot set clear delivery expectations and confirmed their search strategy. Once the search kicked off, the team demonstrated agility by making immediate pivots within the first few days to ensure early alignment with Cloud Theory's needs.

Leveraging their expertise and extensive networks, Talentfoot managed five concurrent searches. Within four months, they successfully placed a VP of Engineering, Software Engineer, Senior Product Manager, UI/UX Product Designer, and Product Support Specialist effectively supporting Cloud Theory's rapid market entry and expansion goals.

RESULTS

Rapid Team Scaling

Talentfoot expedited Cloud Theory's team expansion without compromising quality. Talentfoot understood the urgency in securing top-tier talent, ensuring the company's growth trajectory remained unhindered."We had critical business objectives that we needed to hit within the year. Since bringing the new hires on board, we've brought a new product line to market, we opened up adjacent market areas, we have a team that is completely focused on a new zero to one and we're almost ready to bring that product to market.

> **I couldn't have scaled the team quickly enough organically or by myself. We would probably just be wrapping up hiring everybody right now, and we wouldn't really have even started working on the products or the tools yet."**
>
> Nick Dionne
> Co-Founder and Chief Product Officer, Cloud Theory

Impactful Talent that Lasts

All five placements made by Talentfoot at CloudTheory remain within the organization, actively contributing and driving impactful results. At Talentfoot, every placement made isn't just a hire; it's a strategic investment in the company's future. The meticulous selection process ensured that each candidate not only possessed the requisite skills and experience, but also embodied the organization's values and culture. By prioritizing long-term fit over short-term gains, Talentfoot has cultivated a track record in placing talent that doesn't just fill roles but propels businesses forward for years to come.

Meet The Talentfoot Team
Who powered Cloud Theory's Search

Tim Bromley
Executive Senior Partner

As an Executive Senior Partner in Talentfoot's Technology Practice, Tim Bromley brings a wealth of recruiting experience with Software, Cloud and Data Engineering roles, as well as AI/Machine Learning, Information Security and Technical Leadership. He has a proven track record of providing his clients with various staffing solutions including staff augmentation, project-based staffing (SOW), direct placement and consulting services.

Jack Stanek
Senior Recruiter

Jack's entire recruiting career has focused on technical professionals. His extensive knowledge of technical careers makes him a tremendous asset to our hiring teams and candidates. Before joining Talentfoot, Jack began his career as technical recruiter, placing experts in a variety of senior roles from cloud migration to cloud engineer to software development to project management, architects, engineers, and more. He served hiring teams at Fortune 500 brands and the most recognized federal agencies.

Abby McCullough
Associate Partner

Abby brings more than a decade of experience in recruiting and consulting top digital talent, with a distinct focus on sourcing top-tier digital talent. Specializing in Management Consulting, Product Management, and Digital Customer Experience, she excels in recruiting candidates from Director to C-Suite levels. Abby has consulting experience working with companies ranging from start-ups to Fortune 500.

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